

## PRIVACY POLICY INFORMATION

### Information about the processing of personal data

With this Privacy Policy Information we would like to inform you about kind, extent and purpose of the personal data collected and processed by us. Likewise, as data subject, you will be informed about your rights under this Privacy Policy. As data controller, we have implemented technical and organizational measures to ensure the most complete protection possible for personal data collected and processed by us. Insofar as we collect data via our websites [www.private-brauereien.de](http://www.private-brauereien.de), [www.european-beer-star.de](http://www.european-beer-star.de) and [www.european-beer-star.com](http://www.european-beer-star.com), the Privacy Policy published there applies.

#### 1. Name and address of the controller

Private Brauereien Bayern e.V.  
Thomas Wimmer Ring 9  
80539 Munich (Germany)  
General Manager Stefan Stang  
Tel.: +49.89.2909560  
[www.private-Brauereien-Bayern.de](http://www.private-Brauereien-Bayern.de)  
[info@private-brauereien-bayern.de](mailto:info@private-brauereien-bayern.de)

#### Questions for the data protection officer

If you have any questions about data protection, please send us an email or get in contact with the person responsible for data protection in our organization directly:

Gerald Fischer  
Diplomierter Bankbetriebswirt (BA)  
Datenschutzbeauftragter DSB-TÜV  
Mobil: 0160/ 367 1668  
[gerald.fischer@dsb-fischer.de](mailto:gerald.fischer@dsb-fischer.de)

#### 2. Categories of personal data

The following categories of personal data may be the subject of an automated and non-automated collection and processing by us on a case by case basis: name, first name, title, academic degree, address, e-mail address, telephone number, fax number, date of birth, place of birth, nationality bank details, identification and contract data, function, professional training, sales figures, tax number, photos, credentials, authentication data, delivery data, communication data and content, credit information, data from publicly available sources. We also use the services of credit bureaus.

### 3. Categories of personal data

The following categories of personal data may be the subject of an automated and non-automated collection and processing by us on a case by case basis: name, first name, title, academic degree, address, email address, telephone number, fax number, date of birth, place of birth, nationality bank details, identification and contract data, function, professional training, sales figures, tax number, photos, credentials, authentication data, delivery data, communication data and content, credit information, data from publicly available sources. We also use the services of credit bureaus.

### 4. Purpose of collecting and processing personal data

The collection and processing of personal data takes place:

- for the initiation and execution of legal relationships
- for the purpose of clear identification in the context of legal relationships
- for the representation of interests according to the statutes as well as for committee work inside and outside the association
- for the purpose of communicating with members, business partners and authorities in the interests of comprehensive member support
- to report on events of the association (reports and event photos)
- for profit determination
- to assess creditworthiness and collateral
- to create bills and credits
- to comply with regulatory requirements for data security purposes
- to carry out electronic commerce
- to protect the preservation of vital interests
- to fulfill tax and commercial obligations

### 5. Legal basis

The processing of personal data occurs when at least one of the following applies:

- a. the data subject has given consent to the processing of his or her personal data for one or more specific purposes (Article 6 (1) (a) of the GDPR);
- b. the processing is necessary for the fulfillment of our statutory duties or for the performance of a contract or in order to take steps prior to entering into a contract (Article 6 (1) (b) GDPR);
- c. processing is necessary for compliance with a legal obligation to which the controller is subject (Article 6 (1) (c) GDPR);
- d. processing is necessary in order to protect the vital interests of the data subject or of another natural person (Article 6 (1) (d) GDPR);
- e. processing is necessary for the performance of a task which is in the public interest or in the exercise of official authority delegated to the controller (Article 6 (1) (f) GDPR);
- f. processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child. (Art. 6 para. 1 lit. f GDPR).

In the interest of protecting legitimate interests or those of third parties, we process personal data on the basis of Art. 6 para. 1 lit. f GDPR in particular for the following purposes:

- information gathering and information processing,
- planning and execution of events and competitions,
- Advertising
- Public and external presentation of the association (photos of and coverage of events)
- asserting legal claims and defense in litigation;
- for order processing,
- Decisions on measures for association control and further development of services
- Data exchange with credit rating agencies

g. the processing is permissible within the scope of a permissible change of purpose according to Art. 6 (4) GDPR.

## **6. Data recipients**

Within the Association, those persons gain access to personal data that they need to fulfill statutory duties and fulfill contractual and legal obligations. If necessary, service providers and vicarious agents employed by the Association will also receive personal data for the purposes stated. These can be companies from the areas of IT services, billing, logistics, finance industry, printing services, telecommunications, debt collection, consulting, sales support, marketing and address determination.

Recipients of personal data may also include: auditors, consultants, lawyers, tax consultants, advertising agencies, warehouse keepers, property managers, freight forwarders, and other consultants, suppliers and service providers, in rental and leasing contracts, where appropriate, landlords and lessors, credit institutions, authorities.

Other data recipients may be those who have the data subject's consent to the data transfer.

In individual cases, we have personal data processed by service providers (contract processors) in the European Economic Area. This is done on the basis of a written contract and in accordance with Art. 28 et seq. GDPR. The service providers are carefully selected by us; they are bound by instructions and are regularly checked by us. The service providers will not disclose personal data to third parties, but will delete them after fulfillment of the contract and the expiry of statutory retention periods, unless the data subject has consented to an additional storage

A transfer of personal data to third countries outside the EU for the purpose of order processing (Art. 28 GDPR) takes place exclusively on the basis of suitable guarantees.

## **7. Duration of data storage**

If necessary, we process and store personal data only for the duration of a membership or a business or contractual relationship. The duration covers the period from initiation to settlement of the membership or the business or contractual relationship.

In addition, we are subject to legal documentation and retention obligations resulting from the German Commercial Code (HGB) and the German Tax Code (AO). The deadlines for storage and documentation specified there are up to ten years since the end of the business relationship.

Decisive for the retention period are also the statutory periods of limitation, which are governed by §§ 195 ff. BGB (German Civil Code) and can generally be three years, in some cases up to 30 years.

## **8. Your privacy rights**

As the data subject, you have the right to obtain information from us at any time about your personal data stored by us (Article 15 GDPR). This also applies to the recipients or categories of recipients to whom this data is shared and the purpose of the storage.

As the data subject, you also have the right, to obtain from the controller without undue delay (i) under the conditions of Art. 16 GDPR the rectification and/or (ii) under the conditions of Art. 17 GDPR the erasure and/or (iii) under the conditions of Art. 18 GDPR the restriction of processing.

Under the conditions of Art. 20 GDPR, you as the data subject have the right to receive the personal data that you have provided us in a structured, common and machine-readable format, and you have the right to transfer this data to another person in charge without being obstructed by the person responsible for providing the personal data.

Under the conditions of Art. 21 GDPR, you, the data subject, have the right to object to data processing for grounds relating to a particular situation. In the case of a legitimate objection, we will no longer process the personal data unless (a) we can demonstrate compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or (b) the processing serves for the establishment, exercise or defense of legal claims.

## **9. Contact**

For information requests, revocation requests or objections to data storage or data processing, please contact the controller indicated under point 1.

## **10. Right to complain**

In accordance with Art. 77 GDPR, you have the option to lodge a complaint to the relevant data protection supervisory authority in the member state of your habitual residence, your place of work or the place of the alleged infringement if you believe that the processing of your personal data is contrary to the GDPR. The supervisory authority to which the complaint is submitted shall inform the complainant of the status and outcome of the complaint, including the possibility of a judicial remedy pursuant to Article 78 GDPR.